

# Participating farmers' opinions of Finnish FADN/ profitability bookkeeping

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*Pacioli-workshop 2018*

# Background

Farmers participate voluntarily on Finnish profitability bookkeeping

No monetary compensation to farmers – we pay with valuable, comprehensive farm reports

**Do we really?**

Let's ask them!

- *Note: the term "bookkeeping" refers to the Finnish application of FADN (and some other) data collection system as perceived by a farmer*

# The goal

- To find out the usefulness of bookkeeping reports for farmers
- To get feedback for development
- To find weaknesses on our implementation
- To help the ProAgria organisation (data collection) to develop their services
- To get critique

# Data and analysis methods

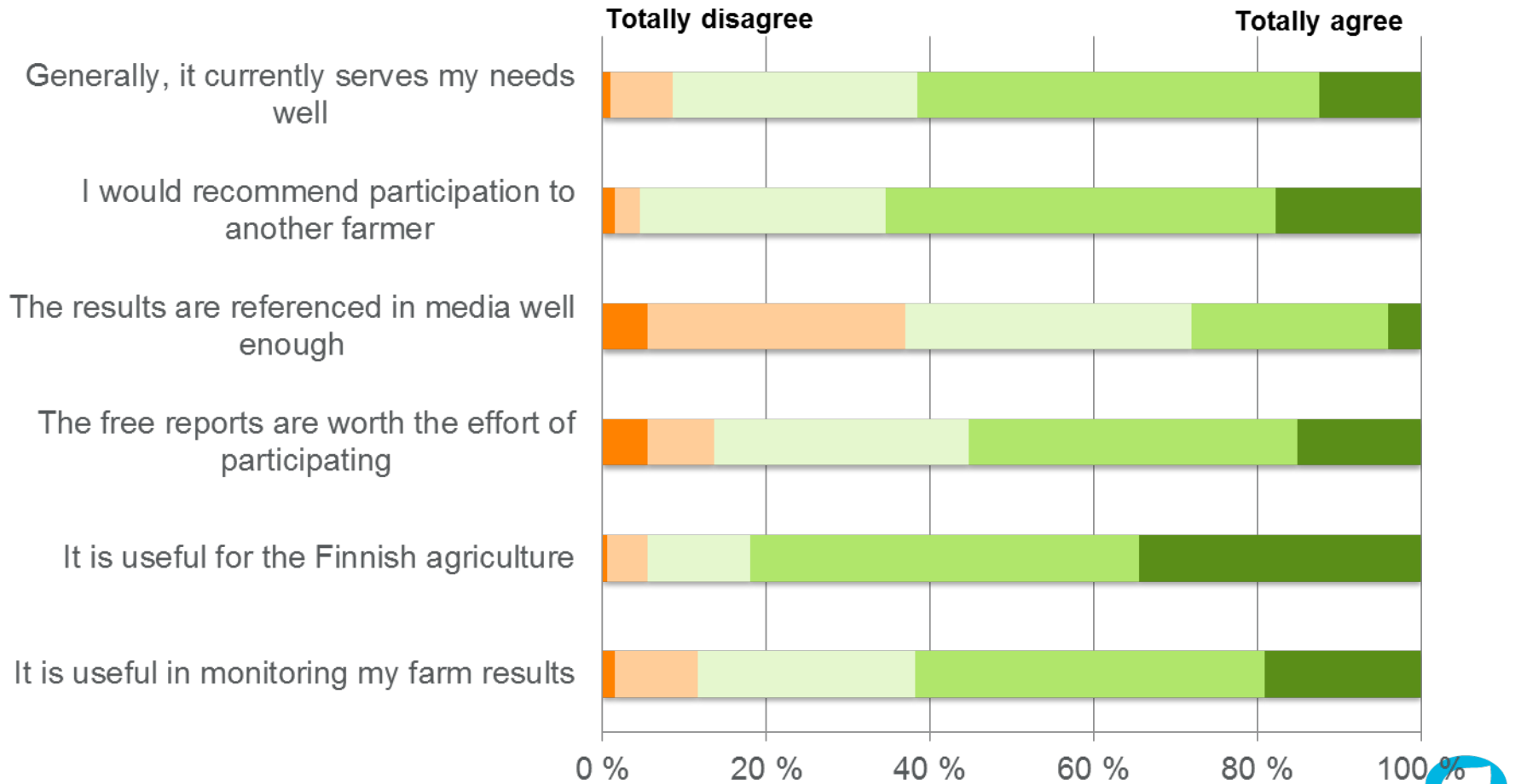
A Webropol survey to the participating farmers in spring 2018  
(+ typology from FADN-records)

- a "15 minutes questionnaire"
- Questions on usefulness, utilisation, reliability, practices, environment, management, values
- 201 answers given, response rate 25%

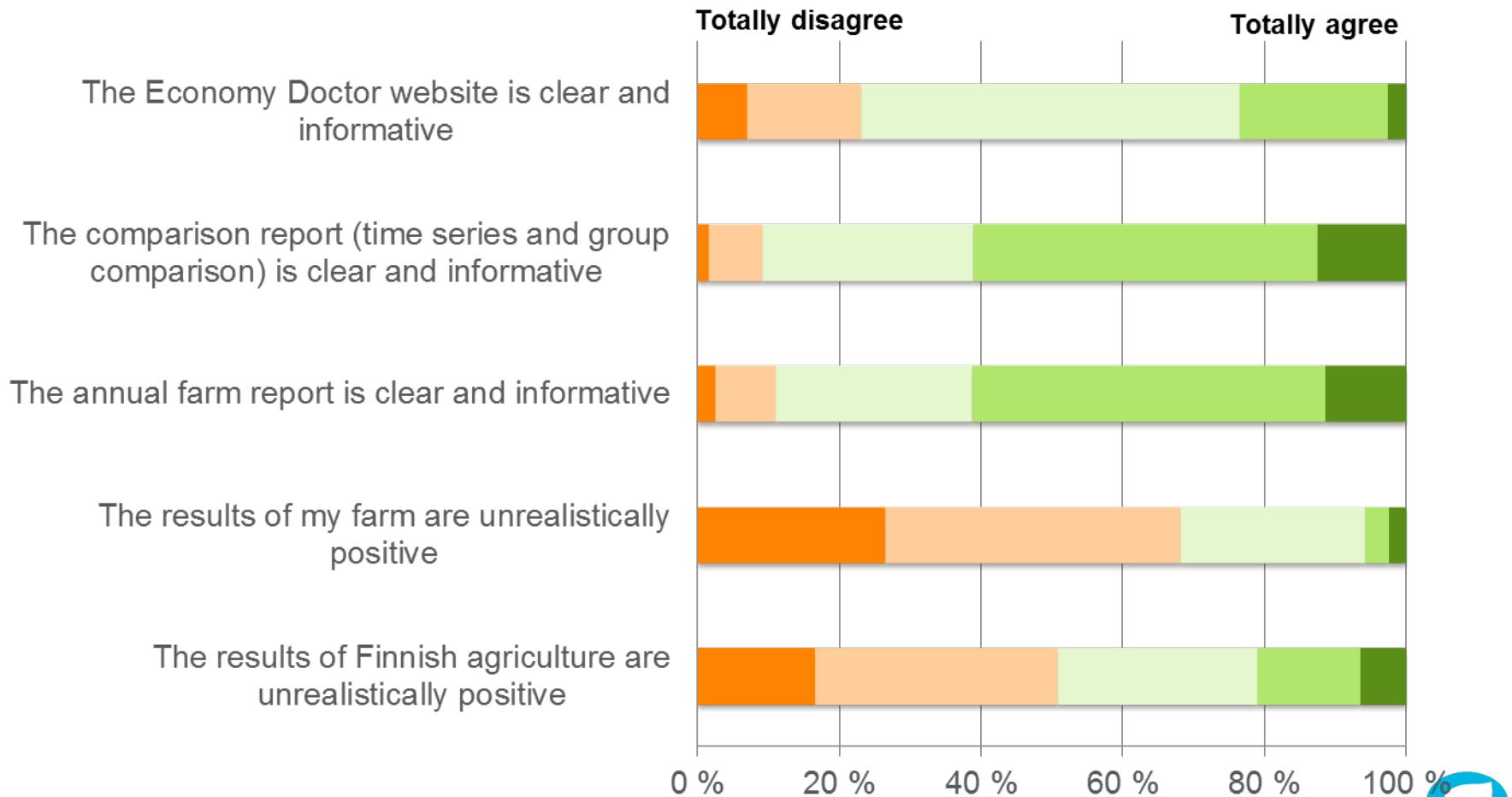
Analysis with

- Frequency tables
- Cross tabulation
- Summed variables
- Correlations
- Wordclouds

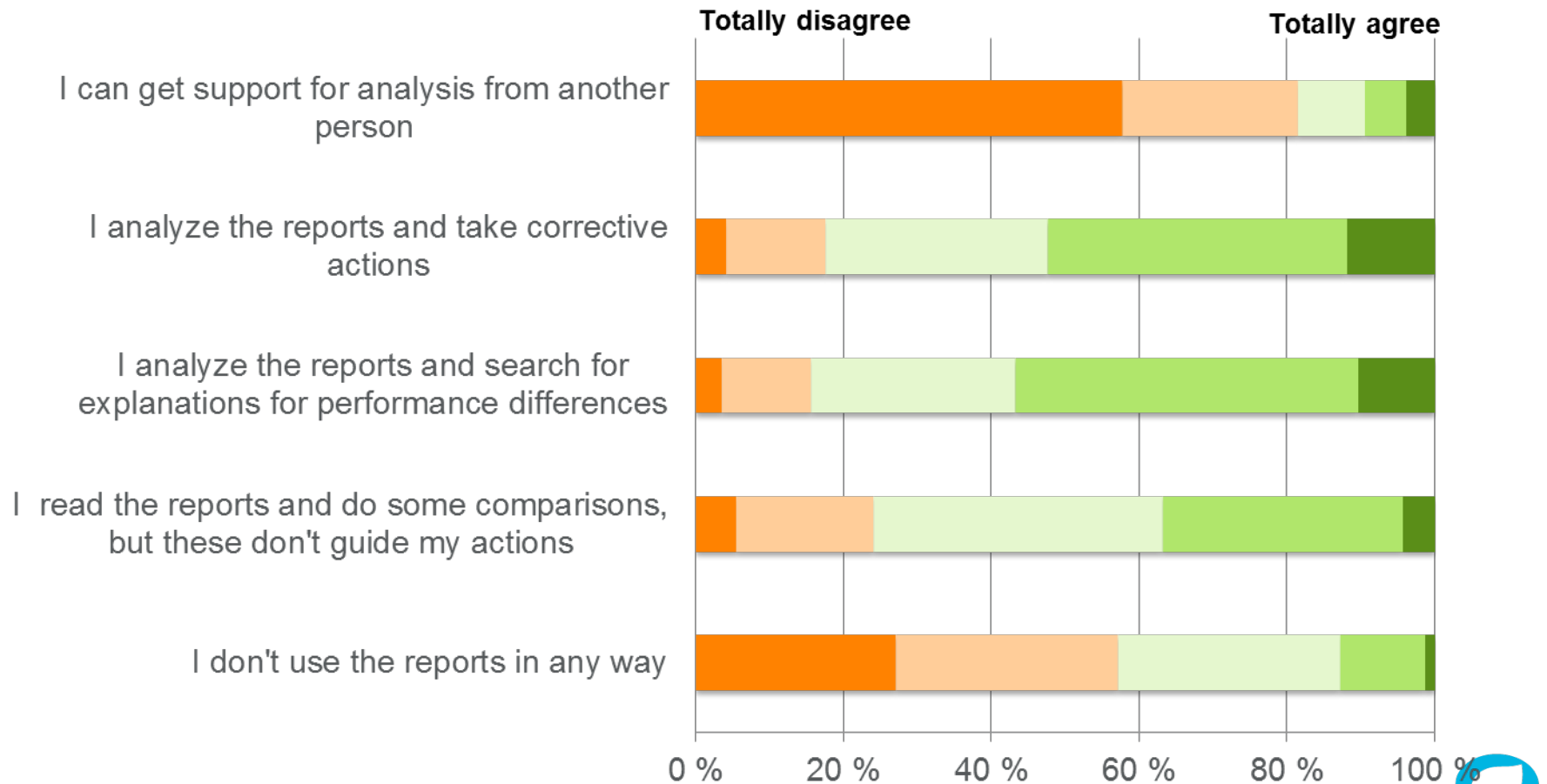
# Are the bookkeeping results useful at all?



# Are the results accessible and reliable?



# What do farmers do with the reports?



# Farm properties, farmer characteristics and use of the bookkeeping results

Is the variation in level of

- "Bookkeeping reports use activity "
- "Overall satisfaction in bookkeeping"

connected to

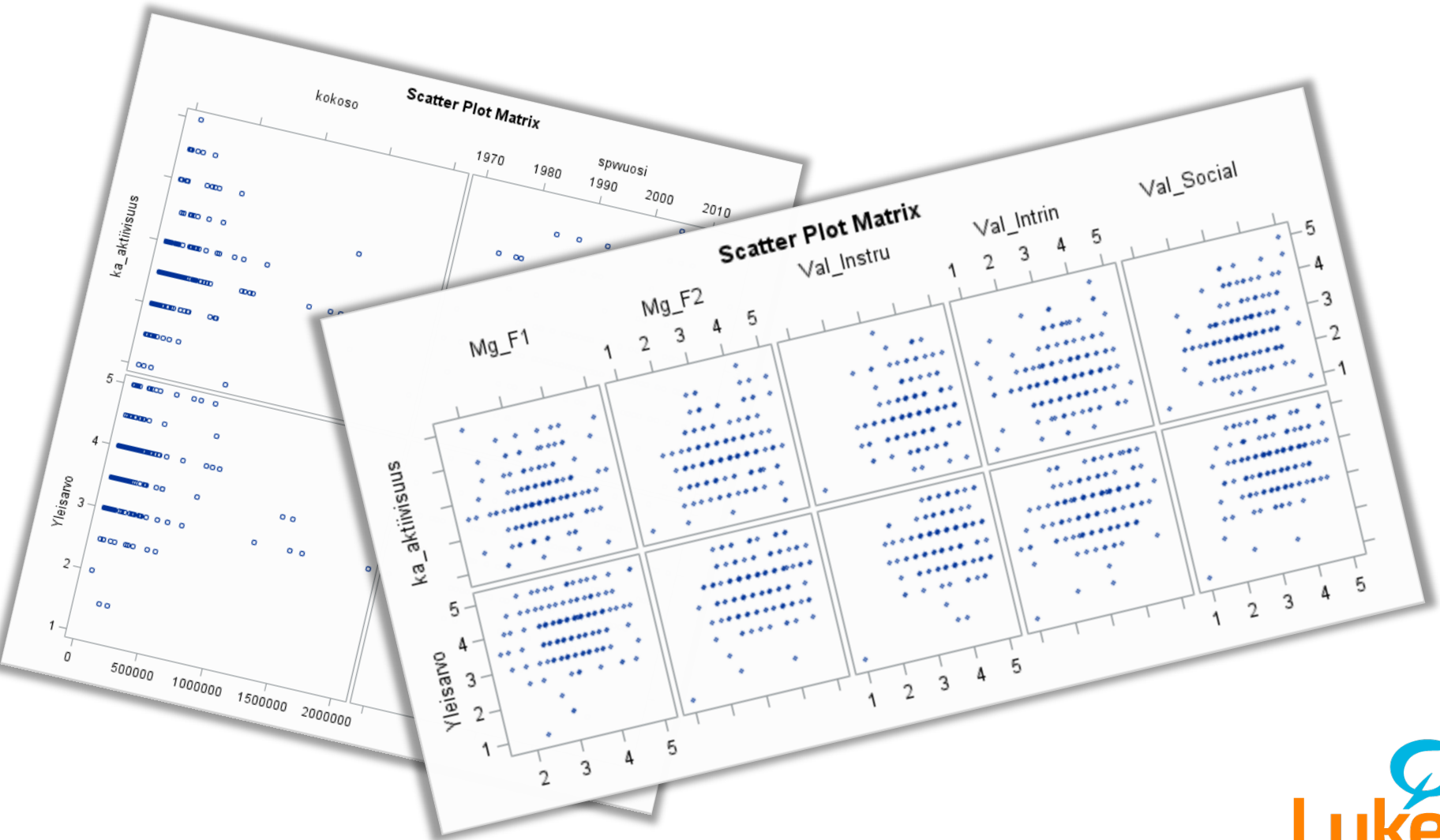
- Farm size
- Phase of farming
- Farmer's managerial thinking
- Farmer's values

?



- Some summated scales were calculated based on (explorative-confirmatory) factor analysis
  - On managerial thinking:
    - *"Business orientation"*
    - *"Management anguish"*
  - On farming values:
    - *"Instrumental"*
    - *"Intrinsic"*
    - *"Social"*
    - *"Expressive"*

# Correlations...



# Correlations...

	Business orientation	Management anguish	Instrumental values	Social values	Intrinsic values	Expressive values
Use activity				0,23		
Overall satisfaction	0,16	0,16	0,16	0,24	0,26	

- Some low but significant correlations between farmer traits and bookkeeping reports use activity & overall satisfaction
- No association with farm size

# Analyzing the open questions with wordclouds

- The most important reason to participate?
- What is the biggest challenge/ the most tedious part?
- Any ideas how to develop the bookkeeping system?

# The most important reason to participate



# The most important reason to participate? (– 3 items)



What is the biggest challenge / the most tedious part?

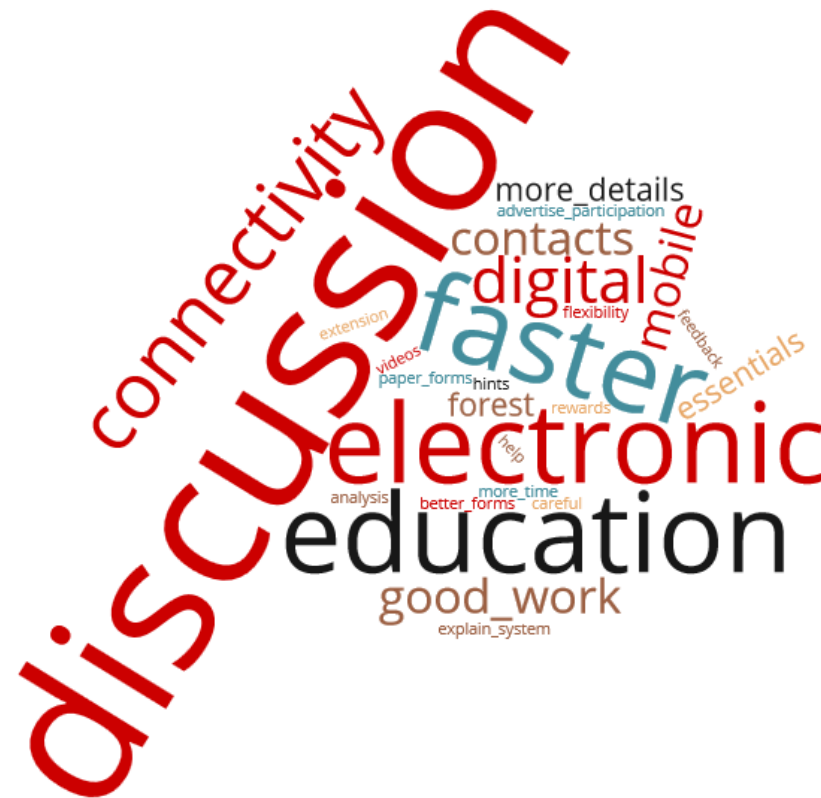


What is the biggest challenge / the most tedious part?  
(– 2 items)





# Any ideas to develop the bookkeeping system?



Any ideas how to develop the bookkeeping system?  
(-1 item)



# Conclusions

- Generally, farmers are satisfied with the system
- Farm reports are appreciated and utilized at least in increasing farmer's knowledge of their own situation
- Use or satisfaction are not dependent on any measured properties of the farm or farmer
- To gain more utility, farmers need support or a discussion partner to analyze the results/reports
  - extension organisation's role
  - Who would pay for it?
- Combine the data collection routines with analysis of past performance

## ...conclusions

- To lighten the data collection burden we should develop
  - alternative methods for working hours recording (mobile devices!)
  - Automated data transfers from systems of different authorities or operators
  - Electronic forms for farmers to enter data directly into the process
- Farmers' awareness of the whole system should be increased
  - Importance in the point of view of policy making
  - General enlightenment on the workflow and data processing
  - More interaction between Luke, ProAgria and farmers!

